

<b>Ogden Peak Communications</b>						
<b>(Index TBD)</b>						
<b>DO NOT MAKE ENTRIES ON THIS SHEET. IT IS FOR DISPLAY ONLY</b>						

<b>Student Fee allocations</b>						
	<b>16-17 Actual</b>	<b>17-18 Actual</b>	<b>18-19 Budget</b>	<b>19-20 Proposal</b>	<b>19-20 Difference</b>	<b>% 19-20 Difference</b>
<b>Base amount</b>	\$ -	\$ -	\$ -	\$ 1,720	\$ 1,720	N/A
<b>61000 - Salary</b>	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
<b>62000 - Wages</b>	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
<b>63000 - Benefits</b>	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
<b>71000 - Current Expense</b>	\$ -	\$ -	\$ -	\$ 1,320	\$ 1,320	N/A
<b>75000 - Travel</b>	\$ -	\$ -	\$ -	\$ 400	\$ 400	N/A
<b>76000 - Scholarships</b>	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
<b>77000 - Capital Outlay</b>	\$ -	\$ -	\$ -	\$ -	\$ -	N/A
<b>Total Expense</b>	\$ -	\$ -	\$ -	\$ 1,720	\$ 1,720	N/A
<b>One time request</b>				\$ -	\$ -	N/A
<b>Total Request</b>	\$ -	\$ -	\$ -	\$ 1,720	\$ 1,720	N/A
<b>Carry Forward</b>	\$ -	\$ -	\$ -	\$ -	\$ -	N/A

Notes, including any one-time request(s):

## STUDENT FEE RECOMMENDATION COMMITTEE FEE REQUEST QUESTIONNAIRE FOR 2019-2020



Department or Program Name: Ogden Peak Communications

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Location: Elizabeth Hall, Room 341

### 1. What is your overall mission?

Ogden Peak Communications (OPC) is Weber State's student-run public relations firm. Its primary mission is to prepare students for competitive careers in the public relations, marketing communications and advertising fields through facilitating opportunities for real-world experiences, engagement, networking and mentorship. It also seeks to build cross-campus and community relationships through service engagement, thereby helping to foster a collegial campus environment and strengthening WSU's town-gown ties.

### 2. What do students gain from participating in your program/facility that contributes to the success of a student's educational experience at Weber State?

Knowledge of public relations techniques and applications is tremendously useful regardless of a student's major, from chemistry to business to education. Even if only restricted to the sphere of personal branding and career preparation, applications of public relations techniques are necessary in our daily lives. Participation in OPC enables WSU's students to have incomparable experiences through interactions with real-world clients, networking at regional and national conferences, and competing against the best students at regional and national levels. Regardless of major or academic department, students will be exposed to opportunities that develop critical and strategic thinking skills, personal branding and self-presentation skills, and interpersonal and networking skills.

*Students specifically will have the opportunities to develop the following:*

**Interdisciplinary relationships and networks** – While OPC is housed academically in the Communication department, the scope of its overall mission and the skills provided can benefit the entire WSU student body. It is an important long-term goal of these organizations to attract



membership beyond students in the Communication department for example from departments in the Goddard School of Business, Health and Medical Professions and School of Education. Participation in OPC helps to enhance all of the skills listed, and those that students are already learning in their own academic departments. Additionally, the tremendous potential of interdisciplinary collaborations and opportunities is key to success of higher education goals. Students will get the opportunity to interact with other students outside their own peer groups across the campus in interpersonal and academic ways that yield positive results to both their personal and professional growth. In the end, it will help foster points for understanding and common ground, and hopefully lead to greater inclusivity. So far, OPC has engaged students within DOVAD and the Goddard School of Business.

**Community engagement and service learning** – OPC satisfies an imperative function of the university through engagement and service-learning with local businesses and nonprofits. Students get the opportunity to apply a range of skills and techniques in the service of developing the outreach and visibility of both campus and community organizations and businesses. To this end, OPC students aid in the mission of fostering positive town-gown ties. Our students become ambassadors for the university. Some recent community clients for whom they have provided valuable communication services include:

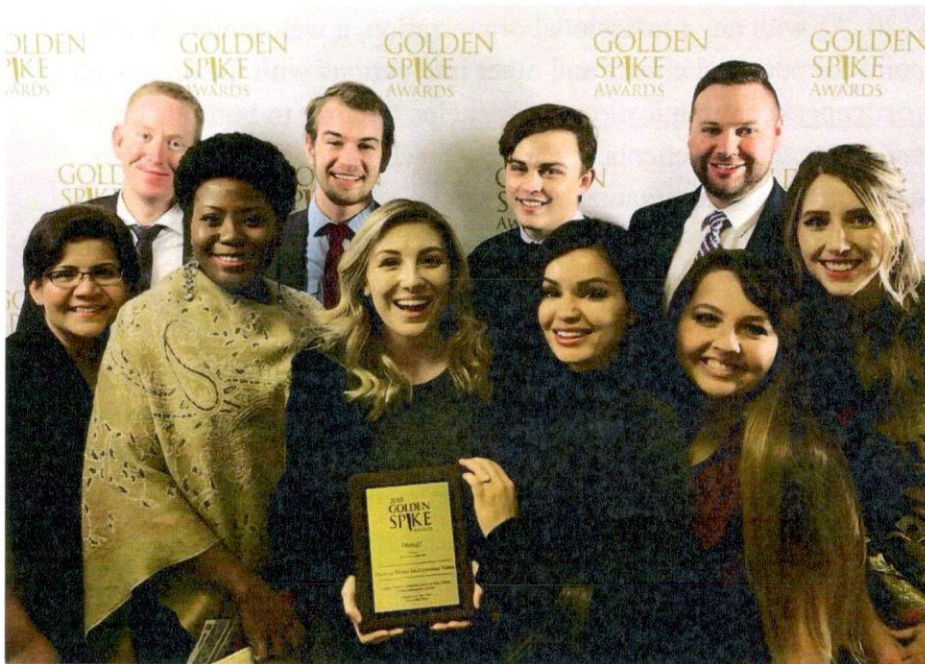
- American Red Cross, Northern Utah Chapter
- Bonneville Communities That Care
- Catholic Community Services of Northern Utah
- Intermountain Donor Services
- Utah Diaper Bank
- State of Utah Department of Natural Resources
- Clearfield City Aquatic Team
- Clearfield City
- COSH
- Ogden Medical-Surgical Society (upcoming in Spring 2019)

Students actively practice the following specific techniques and skills with their clients:

- Research — Focus groups, surveying, evaluation techniques, interviewing
- Business — Budgeting, proposals, presentations, strategic counseling and management functions, marketing communications, employee communications
- Media relations — News releases, press kits, media pitching, radio and television spots
- Design — Publicity (newsletters, brochures), photography, digital publishing
- Writing — Feature stories, op-ed pieces, speech writing, strategic plans
- Web development — Copy design, graphics design, forms handling
- Event planning — Fundraising, campaign planning, goal setting, multi-tasking

**Regional and national competitive opportunities** – Started in 2012, OPC is a young student co-curricular organization. Over the course of the past six years, its student members have met the challenges head-on and have brought recognition to the University. Students from OPC have won the Utah PR Student of the Year title seven years in a row. With a more stable funding source, OPC can actively and strategically plan to participate in many more competitive opportunities at the regional and national levels. Such participation not only provides valuable networking experiences and exposure for the students involved, but it also provides the university with more opportunities for prestige-building in yet another area.

Additionally, the firm's (and students') work is being recognized at the state and national levels. In November 2018, Ogden Peak Communications was named a finalist in the Golden Spike Awards. It is a prestigious recognition within the state for communications work by public relations professionals and experts. We are so honored to have been recognized in this venue.



**3. Describe, in general, the evaluation process that your program/facility uses to assess your ability to meet your mission.**

To evaluate the success of the program, OPC employs a qualitative and quantitative approach:

- Conduct semesterly qualitative evaluations of students
- Assess the publication and digital/social contributions of students
- Conduct an evaluation of end of term reports that team members deliver to clients



- Conduct a satisfaction survey of clients engaged during the term
- Survey the number of members in the organization (majors and non-majors)
- Survey the results (awards won, etc.) of conferences, socials, gatherings, competitions and networking opportunities

**4. State any increases you received from student fees for 2018-19 (if any), and explain how the increases were/will be used.**

Ogden Peak Communications is applying for new funding.

**5. Describe any increases you are requesting from student fees for 2019-20 and explain your justification for the request. Each requested increase must be listed and described in your narrative (e.g., compensation, new positions, wage increases, travel, new programmatic initiatives, etc.). Any increase described in your narrative must be itemized on your budget spreadsheet (see question 6 below).**

Ogden Peak Communications is applying for new funding. Here are the proposed expenses:

- **Website hosting** – \$120. As with any professional organization, a well-maintained website is the entry point for potential clients and other interactions with the organization. This website, <https://ogdenpeakcommunications.com/>, helps the firm to build its brand identity, legitimacy and to attract new clients. It is also a teaching tool for students to practice maintenance of a professional organizational site.
- **Client deliverables (printing & more)** – \$800. More often than not, public relations and marketing communications work include deliverables that come with a small cost. Since OPC engages with community partners, there isn't always a budget to assist with such costs. This budget entry allows students to get the tangible outcomes of their work, where appropriate.
- **Awards and recognitions** – \$200. OPC attempts to mimic the professional setting where and when possible. Internal awards and recognition help to recognize accomplishments and motivate members.
- **External contest entries** – \$200. One way to build the esteem and legitimacy of an organization is to win awards. OPC would like to enter its work into industry contests; however, these entries can become expensive.
- **Networking events** – \$400. Students are highly encouraged to attend networking events and award ceremonies to increase their proficiencies and forge valuable industry connections.

**6. Complete the attached spreadsheet outlining your overall budget and any requested increase. Each requested increase described in your narrative (see question 5 above) should correspond to the line items in the spreadsheet column "19-20 Change."**

Updated January 17, 2019

*If you have any questions, please contact Jennifer Brustad at 626-8904, [jenniferbrustad@weber.edu](mailto:jenniferbrustad@weber.edu); Dave Taylor at 626-6737, [dtaylor@weber.edu](mailto:dtaylor@weber.edu); Daniel Kilcrease at 626-6008, [dkilcrease@weber.edu](mailto:dkilcrease@weber.edu); or Brett Perozzi at 626-6008, [brettperozzi@weber.edu](mailto:brettperozzi@weber.edu).*